Adwoman Bartos aims at 'The Moving Target,' in the Magazine

C2710-1

3/82

Advertising Age

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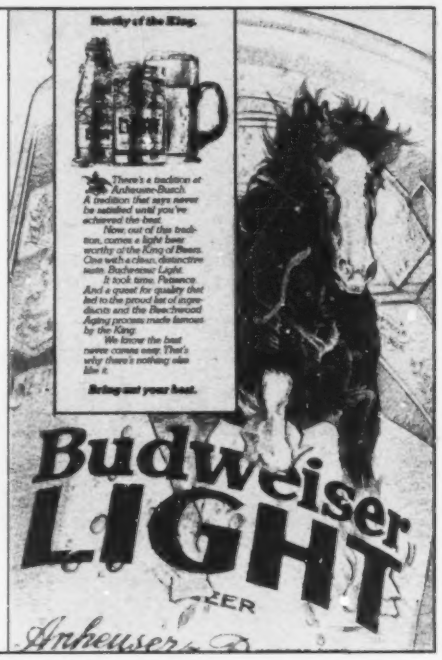
Breaking out

A lone young Clydesdale breaks through a Budweiser Light logo in print ad for national launch of the new Anheuser-Busch product (AA, Feb 15). First stage of the $35,000,000 broadcast and print push is a blending of two test campaigns, with the theme, "Bring out your best." Needham, Harper & Steers, Chicago, handles.



NAB STANDARDS FACE TRIAL

Judge tosses piggyback rule

WASHINGTON—Tv "piggyback" spots are possible again, courtesy of a federal judge who stunned the National Assn. of Broadcasters last week with an injunction voiding an 18-year-old NAB tv code standard. He also ordered a trial on other ad standards in the code.

The decision, if it's not reversed on appeal, means the networks and individual tv stations will be free to accept or reject piggybacked spots based on their own individual policies. But early reaction indicated little interest by advertisers in packing a 30-second spot with two or more separate, short-duration commercials.

Assn. of National Advertisers president Peter Allport said the piggyback rule hasn't been a significant issue for advertisers for several years. ANA members were unhappy with the rule when it was first imposed, but he said he is "more concerned with the impression that self-regulation within the industry is basically being questioned. I hope we can separate the specifics of this particular case from the over-all cause of self-regulation."

American Advertising Federation president Howard Bell, a former NAB code authority director, said he believed last week's ruling won't jeopardize self-regulation of advertising content and claims by the Council of Better Business Bureau National Advertising Division, the National Advertising Re-

(Continued on Page 67)

Advertisers want 'major change' in tv

By JANET NEIMAN

An overwhelming majority of leading national advertisers are concerned about the amount of sex, violence and profanity on tv, and nearly half say there need to be "major changes" in tv programing, a survey conducted by ADVERTISING AGE shows.

The advertisers indicated, however, that they believe an attempt to change programing by boycotting sponsors of so-called "offensive" programing would be ineffective.

The survey, sent to chief executive officers of the 100 leading advertisers as compiled by AA last year, was conducted during February, in anticipation of last week's announcement of a boycott by the Coalition for Better Television (*see story below*). The survey drew a 28% response—considered good for such surveys—though some respondents did not answer every question. AA agreed to keep the replies anonymous.

Nearly 86% of the respondents, or 24 advertisers, said they are concerned about the amount of sex, violence and profanity on tv. And 44.4% of the respondents responded "yes" to a question asking if they thought major changes in tv programing were necessary. Of the 55.5% who said they didn't see a need for major changes, a number indicated that they thought some changes are in order.

Seven of 12 respondents who said their companies believe there is a need for major changes

(Continued on Page 67)

How major advertisers view programing, boycott

	Yes	No
Is your company concerned about the amount of sex, violence and profanity in tv programing?	85.7%	14.2%
Does your company believe there is a need for major changes in tv programing?	44.4%	55.5%
Do you believe the American public generally seeks a change in the type of tv programing offered?	29.6%	59.2%*
Do you believe enough consumers will join the boycott to make it effective?	3.7%	92.6%*

*Write-in responses of "don't know" made up 11.1% of all answers for the third question and 3.7% for the fourth question.

Network has consumer goods/services parent

Wildmon's target is NBC

By RICHARD L. GORDON

WASHINGTON—"There's not a whole lot of difference" among the three national tv networks, Coalition for Better Television chief Donald Wildmon said last week as he fingered National Broadcasting Co. and its parent RCA Corp. as the targets for his long-threatened consumer boycott campaign.

Of the three major tv nets, NBC, through its RCA connection (Hertz rental cars, Gibson Greeting Cards, Coronet carpets, C.I.T. Financial and RCA consumer electronics products), has the biggest exposure in the consumer marketplace, and the Mississippi clergyman thought this selection "might just be a little more effective."

Choosing a network also permitted the Rev. Wildmon to shoot for networkwide changes in tv programing and advertising policies, more than he could hope to achieve from putting the boycott pressure on any individual tv advertiser.

And he warned he's prepared to name other boycott targets, potentially including the other networks, if he opts to expand the boycott "within a few months."

Rev. Wildmon, in his announcement, never specifically told his followers to tune out NBC altogether. What he did specify was for boycott supporters, if asked, to participate in tv viewing surveys "but [to] refuse to watch or list any NBC pro-

(Continued on Page 67)

JWT will quit time banking

By CHRISTY MARSHALL

NEW YORK—Badly burned by its syndication unit scandal, J. Walter Thompson U.S.A. said it will terminate the controversial practice of general "ume banking," or bartering tv programs for time that is accumulated to be used later for client commercials.

Fictitious entries in the time bank over the last four years inflated the revenues of JWT's syndication unit by $24,500,000, the company disclosed last month (AA, Feb. 8) Following discovery of the bogus accounting, Marie Luisi, senior vp-director of the syndication and spot buying units, was suspended without pay.

From now on, JWT said, it will exchange programs for time only when a specific program is requested by a specific advertising client. Otherwise, all programs in which the company has syndication rights will be sold to stations for cash only. JWT is believed to have used time banking in its program syndication for at least 10 years.

See related stories on Page 22.

JWT has defended its syndication practices recently. Its decision

(Continued on Page 66)

NEWSPAPER

AA
DC2001&CONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

last minute news

Sony taps B&S for portable Betamax business

NEW YORK—Sony has picked Backer & Spielvogel for its $4,000,000-to-$6,000,000 portable Betamax account. McCann retains the corporate and consumer account, including the standard Betamax. The portable Betamax—SL 2000—was introduced last June. Others in the running were Y&R and other Sony shops Ammirati & Puris and Waring & LaRosa.

B&H Deluxe Ultra Lights 100s go into test

NEW YORK—Philip Morris will test 6mg-tar Benson & Hedges Deluxe Ultra Lights 100s. Markets: Oklahoma City, Tulsa, Fresno, Peoria and Jacksonville. Heavy advertising and sampling via WRG breaks March 15.

Nielsen metering of CNN expected in June

ATLANTA—Cable News Network is expected to announce next month that it will be metered by Nielsen starting in June. Details will likely be

(Continued on Page 8)

ABC/Group W's SNC hits street offering 2 million

By MAURINE CHRISTOPHER

NEW YORK—Group W Satellite Communications' sales execs hit the streets this week looking for $1,000,000 charter commitments for Satellite News Channel I and promising sponsors a larger premiere circulation than Cable News Network had when it started in June, 1980.

While ABC News/Group W's entry has not yet identified its initial catv affiliates, SNC pitches to sponsors and agencies reportedly will guarantee 2,000,000 subscribers, starting June 21 on Westar IV. Group W's Teleprompter and Warner Amex will provide a sizable number of the homes.

Lloyd Werner, senior vp-sales and affiliate relations, Group W Sat, and Jack Allen, vp-ad sales, will come on strong, touting a mix of international, national, regional and local news on the only "live, 24-hour-a-day" cable news service. Mr. Allen will sell to advertisers; Mr. Werner lines up systems.

Round-the-clock news from Westinghouse, ABC News, AP, UPI, regional tv station associates and local catv systems, should they choose to produce local news, will mainly be tape and film, of course.

However, in detailing his plans, Mr. Werner stressed live anchoring, frequent updating, rewriting of stories on an hourly basis and the limited use of repeat material. As described, SNC should be less repetitious than Group W's all-news radio station, WINS, in New

(Continued on Page 66)

Facts about our chips and nutrition that you and your shortstop should know.
Lay's
Potato Chips
Frito Lay
GOOD THINGS TO KNOW ABOUT GOOD THINGS TO EAT.

Snack it up

Frito-Lay, Dallas, will conduct a six-month print campaign beginning in April magazines to set the record straight on the nutritional value of salty snacks. The supplementary drive has been researched for a year by Tracy-Locke/BBDO, and points out that a 1-oz. serving of potato chips contains only 150 calories and less sodium than one-half cup of cottage cheese.

Chrysler rebate offers keep on truckin'

By RALPH GRAY

BIRMINGHAM, MICH.—Detroit is casting a hopeful eye on a slim upturn in light-duty truck sales.

A revival of truck sales often precedes one in cars. Whether February sales figures are an aberration or a trend was undetermined. Chrysler Corp. truck sales rose 23% in February from a depressed year-ago level. Chevrolet truck sales were up 34%, including mediums. Ford division sales slumped 2% in anticipation of the new Ranger truck.

"I certainly hope this is a precursor to a general turn in the auto industry but we want to make sure initial indicators are the real thing," said Joseph A. Campana, general manager of Chrysler truck operations.

Both cars and trucks are being rebated by everyone now. Chrysler went a whole day between rebates before expanding and extending its offer last week.

"The dynamics of rebates seem to work very strongly, at least for Chrysler," said Jack Givens, vp of marketing. "Every time we've run them, there has been a bump in sales. I can't think gimmick programs like sweepstakes [General Motors] are the answer. You have to help people to buy a car today," he said.

Chrysler also threw in free maintenance for two years, a program Ford has been running on selected models and one that Chrysler started a couple of years ago in its "New Chrysler Guarantees."

Chrysler also is touting its rebates of $750 to $2,000 with "If you can find a better rebate, take it." It stresses in newspaper ads "Chrysler rebates are all 100% factory paid. All GM and most Ford rebates require dealer money that could be added to the price you pay." Tv echoed this in a corporate spot and in product tags.

Last week, Kenyon & Eckhardt, Chrysler's agency, created "an agency within an agency" to handle trucks. "If it were true the major reason for the fall in market penetration in trucks had been lack of concentration [at Chrysler]

(Continued on Page 66)

Chrylser media billings bypass K&E

DETROIT—After upping the rebate outflow last week, Chrysler Corp. decided to do something about the inflow and so eliminated its agency, Kenyon & Eckhardt, as the middleman in media billings.

Chrysler wants direct payment of media invoices on buys that will be made by the agency. The move was made for "better efficiency" said Doyle Lott, Chrysler director of advertising and merchandising. There won't be any delay in paying bills, he said.

But observers noted that the "float"—the money K&E kept between the time it received payment and the time it reimbursed Chrysler—would go to the client.#

highlights

Monday, March 8, 1982

Canada's ad industry was shocked last week after shareholders voted to remove the entire board of Cockfield Brown, the country's only publicly held agency. *See Page 6.*

International Playtex agrees to pay over $28,000,000 for Jhirmack, the haircare products operation. *See Page 8.*

Eastman Kodak will launch its largest ad campaign ever for its new disc camera system, beginning in May. *See Page 10.*

Polaroid is coming out with its new instant cameras, and spots team Mariette Hartley with the Muppets. *See Page 10.*

The climate for beauty aids should warm up later in 1982, with a number of marketers attending the Cosmetics, Toiletries & Fragrance Assn. annual meeting planning new product launches. *See Page 12.*

Sol Taishoff of *Broadcasting* received the 1982 American Business Press Crain Award, the 15th business press editor to attain the award. *See Page 14.*

Agencies that operate in the tv syndication market report they have controls that protect them against the accounting abuses that proved costly to JWT Group. *See Page 22.*

Tire makers are steering their attention to the auto aftermarket and their own car-care centers. *See Page 32.*

Eagle Snacks, a subsidiary of Anheuser-Busch, is moving its line into at least 25 major markets. *See Page 37.*

A mini by another name may smell just as sweet the second time around. *See Page 61.*

Inside Sports and *Harper's* both named women as publishers, both having risen through the financial ranks. *See Page 65.*

National Football League players' threatened strike is making broadcast executives very nervous. *See Page 65.*

Foote, Cone & Belding forms German holding company, with Eduard Grosse and others buying 25% of it. *See Page 66.*

The "Battle for Chicago" is on as Anheuser-Busch attempts to wrest away G. Heileman Brewing Co.'s No. 1 position in the market via a series of new promotional efforts. *See Page 68.*

CORPORATE CLOSEUP

Quaker Oats has gotten its act together in Italy, including almost-complete ownership of Chiari & Forti, and is making giant strides in what has become its largest operation outside the U.S. *See Page 4.*

VIDEOTECH

"Country Jamboree" and about 20 other new or returning tv shows are due for bartering by Syndicast Services. *See Page 44.*

Producer Fred Silverman will see his variety show "World of Entertainment" tested April 25 as it airs on a lineup of affiliate and independent tv stations. *See Page 47.*

INDUSTRIAL

Ford Tractor will borrow from its parent's "world car" campaign to introduce its Series 10 tractors. *See Page 62.*

MAGAZINE/SECTION 2

Let's stop slandering America, says agency exec Ben Colarossi, who is tired of hearing negativism about the United States and who, as a self-confessed national "chauvinist," says this is still the best place in the world. *See Page M-28.*

A new generation of creative people are working their way up through the ranks of major ad agencies—in many cases all the way to the executive suite—and Hooper White views this trend as a vital and positive one for the industry. *See Page M-31.*

SPECIAL REPORT

Where is tv syndication headed? This is the focus of a series of Magazine/Section 2 articles that look at nonnetwork programing and its future in light of the growth of pay tv, cable and the battle over whether the networks or local stations will control that key half-hour before prime time. *See Page M-7.*

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Arco tips gas price warfare

By JENNIFER PENDLETON and RICHARD KREISMAN

Atlantic Richfield Co.'s plan to discontinue company credit cards is the first full-scale sign of renewed marketing life on the part of the major oil companies as they prepare for the first extended period of price competition since the oil embargos of the 1970s.

While few companies predicted a return to the glass giveaways and sweepstakes heydays of the past, Los Angeles-based Arco's announcement last week that it would stop accepting its 3,000,000 company-issued credit cards on April 15 was a signal to competitors that the nation's seventh-largest gas retailer intends to bring price back to the forefront. Arco will cut its wholesale price to distributors by nearly 3¢ and is hoping its dealers will pass along the savings.

Amoco, Exxon, Shell, Mobil, Union Oil and Standard Oil of California all said they had no plans to stop credit card programs. In fact, some are stepping up solicitations and advertising following the Arco announcement. Union, a major Arco competitor in western mar-

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Advertisers air tv concerns

(Continued from Page 1)

in tv programing also said that they, personally or through their companies, have expressed to one or more networks their concerns about the types of programs on tv. Additionally, seven companies that said they do not feel the need for major changes (and were therefore not asked to respond to the question) nonetheless said they also have expressed their concerns to the networks.

The advertisers indicated they believe a boycott of sponsors of "offensive" tv shows would fail to garner enough consumer support to be effective. Twenty-five of 27 companies—or 92.5%—responding to the question believe such a boycott would be ineffective.

Only about 30% of the respondents believe the American public generally seeks a change in tv programing; more than 59% say the public seeks no change, and about 11% say they are uncertain.

Roughly 93% of the 28 companies responding to questions on buying policies indicated they have a policy regarding program content for buying tv time and program sponsorship. More than 82% said they have reviewed the existing policy or the need for a policy within the past year.

Among the 23 companies that have reviewed policy, 12 said their reviews had been spurred in whole or in part by the activities of the Coalition for Better Television and/or the National Coalition on Television Violence

None of the 28 said their policies have changed in the past year, in spite of any reviews, though three advertisers—all of which had reviewed at least in part because of the coalitions—said they now are enforcing the policy more carefully.

Asked to characterize their companies' practice for buying tv time, 11 of 25 respondents said they buy time on all types of programs but screen and review scripts of any potentially "offensive" program on which their commercials might appear. Four said they buy time on all types of programs based on cost and target audience, and three said they buy time only on programs whose content could not be questioned. All but one of the remaining respondents indicated they buy time on various types of programs but prescreen individual episodes. The responses showed that movies airing on tv are of particular concern to the advertisers and are generally prescreened.

Of the advertisers who responded to the questionnaire, 10 characterized their companies' attitude toward sex, violence and profanity in the programs they sponsor as "fairly stringent," eleven said it is "very stringent" and four considered it "lenient."

Two of those respondents who called their companies' attitude "lenient" were among those whose companies do not have policies and have not reviewed the need for policies. Two others have policies and have reviewed them during the past year. Only one of the 28 respondents believes a boycott against sponsors of "offensive" programs is constructive.

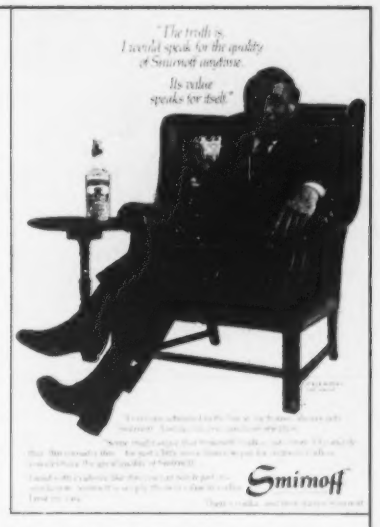
Although the survey drew a 28% response, some questions were less applicable to certain advertisers, such as beer companies, which tend to focus on sports programing.

Three advertisers said they had been notified they were targets for the boycott originally scheduled to begin March 2. None of the three had met or planned to meet with leaders of the boycott, or wanted the opportunity to do so. Only one company said it had been asked to meet with CBTV leaders. That same company, along with seven others, said it had been named a potential target for last summer's canceled boycott, and only three of the eight said they had met last year with boycott leaders to defend their policies. Commented the one advertiser who claimed to have been notified this year as well, "Several years ago [we] entered written dialog and realized [it] was useless and, in fact, damaging activity."

Two of the three companies that had been notified they might be targeted this year said there is a need for major changes in tv programing. One noted that change, but not major change, is necessary. Asked if they believe the American public generally wants changes in tv programing, one said yes, one said no and the third was not sure. Two of the three believe their attitude toward sex, violence and profanity in the shows they sponsor is fairly stringent. The third did not answer.#

Bailey to stay

Having overcome the initial shock of news accounts concerning the arrest of F. Lee Bailey for investigation of drunken driving, Heublein spirits group said it had no plans to drop this campaign in which the noted defense lawyer touts the quality and value of Smirnoff vodka. The ads have been running in magazines since Jan. 25, via Marschalk Co. Heublein said it would have no further comment until "the situation sorts itself out." Mr. Bailey was arrested in San Francisco Feb. 28 after he allegedly failed to observe a stop sign. Police later said he refused to take a sobriety test.



Judge hits NAB code

(Continued from Page 1)

view Board, and the NAB.

NBC said it is "disappointed" with the ruling. CBS and ABC declined immediate comment. Privately, network execs suggested the judge's actions "showed a gross misunderstanding of the scientific business of broadcast advertising."

That charge was restated by several agency time buyers. "You run the risk of diluting the message for your products" said one buyer assessing the prospect of multi-brand messages. And one network exec pointed out that 10-second units have been for sale for quite some time and, "nobody is standing in line to buy them."

Compton Advertising exec vp-creative director Kurt Willinger sees the ruling as "a good thing" for advertising. While he doesn't anticipate application of the ruling for such Compton clients as Procter & Gamble and Johnson & Johnson, he does envision advertising unrelated products for advertisers who have "a family of brands."

■ "There will be a feeling-out process to do it right," Mr. Willinger said. "Some slob of a client will jumble it all together. But done properly, it could work."

The code has permitted multiple-product spots, but only if the advertiser buys time in 60-second units. For shorter periods, the piggyback rule allowed more than one product to be advertised only if the sales pitches are "integrated" to appear to the viewer as a single commercial.

Equally alarming for NAB is the possibility that U.S. district court Judge Harold Greene may also strike down tv code "time standards" that set a ceiling on the minutes per hour available for commercials and station promos, and its program interruptions standard that specifies how many commercial breaks per hour are permissible and how many spots can be contained in each break. Judge Greene said these rules, while not clearly anticompetitive, are so suspect on antitrust grounds that a full trial is necessary.

The judge's rulings were a major victory for the Justice Department antitrusters, who filed charges against the code in 1979, and a chilling setback for NAB lawyers, who had argued unsuccessfully that the package of three anticlutter ad standards were not the product of any "conspiracy" among competitors, that there was no anticompetitive "intent," that there is a public interest in preventing "overcommercialization" of tv and that the FCC and other government bodies have endorsed its rules (AA, Sept. 17, '79).

Judge Greene agreed with NAB that advertising "clutter" may well be undesirable, but he said "it is most effectively dealt with not by an agreement among the broadcasters which maximizes their financial gain, but by market forces which, by penalizing those whose commercial announcements offend the public, impartially reduce all clutter on an equal basis."

He said NAB's defense of the piggyback rule as an anticlutter measure is "undermined" because "no more clutter is produced by a 30-second commercial that promotes two products than by a 60-second commercial which advertises four products. Yet under the [piggyback rule] the later is permitted but the former is forbidden."

Court appeals by NAB are likely. NAB president Vincent Wasilewski attacked the lawsuit as "an academic exercise which ignores reality and leaves the general public as the loser. The judge's decision makes absolutely no sense unless we are to assume that the public is eager to view more commercials."

■ Compliance with tv code standards is voluntary, but the networks and most major U.S. tv stations are code subscribers. NAB can bar noncomplying stations from using its code seal.

Judge Greene, in striking down the piggyback rule, or "multiple-product standard" as it's more formally known, said its effect is plainly anticompetitive. He noted that NAB's proposal to ban piggybacks in 1964 drew angry protests from Helene Curtis Industries and Alberto-Culver, among other advertisers, who contended it would harm smaller tv advertisers.

Alberto-Culver last week called the ruling "an interesting development" but said it has no integrated commercials now and would have to study the development before making any revisions.#

Wildmon's boycott target is NBC

(Continued from Page 1)

grams during the week you keep the diary." They should refuse to purchase the products or do business with RCA or any of its units, he decreed. Rev. Wildmon said results might be visible only after "six, seven, eight months."

His demands on NBC run the gamut from requiring the network to follow his ideas on the proper use of the word "God" on tv ("only in reference to the Diety") to a demand that NBC eliminate tv advertising for feminine hygiene products. In his only other attack on NBC ad policy, he said the network should halt the airing of commercials "which pander to sex as a base to sell products."

When asked what happens if the boycott flops, he replied: "If it doesn't work, we're out of business. That's it." Rev. Wildmon, citing his objections to NBC's programing, zeroed in on the treatment of drugs, alcohol, violence, sex, profanity and stereotyping of minorities, the elderly, business people, and Christians as areas where change would be needed before the boycott could be halted.

Initial reaction from NBC was confined to a terse statement that the coalition effort was an "obvious attempt at intimidation. We fully intend to resist it. We'll let the American people judge the fairness of this tactic."

By midday last Friday, NBC said, 10 phone calls and one Mailgram had been received, and all were supportive of NBC. Within NBC the view was that to get into a prolonged discussion of the issue would only play into the CBTV head's hands. As to exactly how NBC planned to "resist" the boycott, one insider said the best way is to conduct business as usual.

On ABC's "Nightline," Federal Communications Commission chairman Mark Fowler said his agency takes no position on whether tv has taste problems, but that he believes "the Reagan-oriented FCC" considers boycotts "consistent with the democratic process" and supports the concept of viewer boycotts. He contended that efforts to deal with taste through FCC action would raise the possibility of "dangerous" government censorship.

Ad industry spokesmen were predictably critical of the boycott. American Advertising Federation president Howard Bell said the AAF board had wired Rev. Wildmon its willingness to engage in "constructive dialog," but strongly opposes "the attempt of any group to impose its subjective judgments of taste and morality on the American public through boycotts of advertisers."

Assn. of National Advertisers president Peter Allport said, "The concept of holding a variety of advertisers responsible for the programing of a network simply because they have some corporate relationship makes no sense whatsoever." He said the ad and broadcasting industries already treat advertising of feminine hygiene products "with discretion," and that responsible advertisers "do not wish to exploit sex."

The American Assn. of Advertising Agencies said it "does not believe in advertiser boycotts regardless of the target."

Rev. Wildmon said he is counting on the coalition's network of 1,800 organizations, his own 150,000-circulation publication, and word of mouth to build boycott momentum once the initial wave of news coverage dies down. He said the coalition is prepared to use advertising, but would need to raise a media budget.

He called commercial tv "a national disgrace and an insult to America's intelligence and integrity," and said that RCA/NBC had been warned last year that they were a potential target if "basic" programing changes weren't made.

He said NBC refused a coalition demand that it apologize for promoting the appearance of Playboy Playmates on the "George Burns Early, Early, Early Christmas Program" last fall. Rev. Wildmon said he was protesting the "using the birthday of Jesus to promote the hedonistic philosophy of *Playboy*."

He said RCA refused to apologize for advertising in the December issue of *Playboy*, which carried an eight-page "Prayboy" parody that "mocked and ridiculed Christ and Christians." And he singled out a Feb. 6 segment on NBC's "Saturday Night Live" called "Jesus in Blue Jeans" that he said was "insulting" to Christians.#

Hallmark keeping it sweet

(Continued from Page 3)

you care enough to send the very best," a line deemed too valuable to scrap at this time.

This spot shows how a Hallmark card can take away the pain of a forced separation on one's anniversary: As the husband dejectedly packs for an untimely business trip, his wife slips into his suitcase a Hallmark, which, upon discovery in a distant city, brightens his day.

Y&R and Mr. Curran also showed off their coming spring campaign here last week, parts of which were used in Y&R's pitch for the account. To send the message that giving cards can help to maintain human rapport and contact, b&w flashbacks are used to convey the length and durability of the relationships that are shown.

What Y&R hopes such commercials will do is stimulate people to send cards on no special occasion. Christmas, Valentine's Day, Easter, Mother's and Father's Days account for half of the nation's card-sending business.

Manny Perez, Y&R senior vp-director of commercial production, who directed the commercials himself, several years ago worked on RCA's SelectaVision account, then handled by Y&R; coincidentally, Mr. Curran was with RCA at the time.

Bottom line, Hallmark hopes the sentimental touch will stimulate not just brand but also category growth.

Industrywide sales of cards, wrapping paper, ribbons, etc., reportedly near $2 billion. Hallmark's annual sales hover at about $1 billion, with the 10,000,000 greeting cards it peddles daily comprising a large part of that.#

Nielsen's Cassandra ranking of top shows by category

Cassandra Ranking of Syndicated Programs
November, 1981

Rank	Program	Household Average Rating Rtg.	Share	% U.S. TV HH Coverage
1	M*A*S*H	13.9	30	96.4
2	Family Feud PM	13.2	24	79.1
3	PM Magazine	12.7	23	81.6
4	Goliath (Part 1)	10.7	18	17.6
5	Hee Haw	9.7	22	92.1
6	Fight Back	8.8	18	14.4
6	Happy Days	8.8	22	92.8
8	Barney Miller	8.7	20	76.2
8	Tic Tac Dough	8.7	18	63.2
10	Laverne & Shirley	8.4	18	75.5
10	You Asked For It	8.4	18	68.0
12	Dance Fever	8.1	19	83.3
12	Entertainment Tonight	8.1	17	81.4
12	Lawrence Welk Show	8.1	17	87.8
15	Muppet Show	7.8	16	88.7

Cassandra Ranking of Syndicated Programs
November, 1981

Rank	Program	Women 18-49 Rtg.	% U.S. TV HH Coverage
1	M*A*S*H	10.0	96.4
2	Goliath (Part 1)	9.5	17.6
3	Family Feud PM	8.0	79.1
4	PM Magazine	7.5	81.6
5	Dance Fever	6.5	83.3
5	Solid Gold (Original)	6.5	95.3
7	Laverne & Shirley	6.2	75.5
7	Little House on the Prairie	6.2	31.9
9	Happy Days	6.0	92.8
9	The Jeffersons	6.0	47.5
11	Barney Miller	5.8	76.2
12	Fight Back	5.5	14.4
12	Adventures of Pinocchio	5.5	4.7
14	Solid Gold (Original & Repeat)	5.4	95.3
15	Entertainment Tonight	5.3	81.4

Videotex'82 bites the big apple

New York Hilton June 28-30 1982

This event follows on from Videotex '81 with its 1500 delegates in Toronto last May, and the highly acclaimed Viewdata '80 and '81 in London with their many thousands of exhibition visitors.

The exhibition will be representative of developments around the world and the three parallel track conference will cover every aspect of this new technology, including advertising.

What advertisements work on this new medium? The results to date are encouraging although they highlight the need for a very disciplined approach to the ad-formation mix. Videotex '82 brings together leading agencies who are probing this largely uncharted territory. Their experiences and plans for the future will provide vital information for commercial operators about building revenue bases.

For conference details clip your business card to this advertisement. For exhibition information telephone immediately – a space can be reserved awaiting your written confirmation.

Appointed North American agent for Videotex '82: Meeting Systems Inc. 286 Fifth Avenue, New York, NY 10001. Phone: 212-563 1000.

online

Online Conferences Ltd., Argyle House, Northwood Hills, Middlesex. HA6 1TS, U.K. Phone: Northwood (09274) 28211 Int'l phone: 44-9274 28211 Telex: 923498

Videotex '82 is organised by Online Conferences Ltd. of London. The event has no association whatsoever with other organisations trading under the name Online in the U.S.A.

Cassandra Ranking of Syndicated Programs

November, 1981

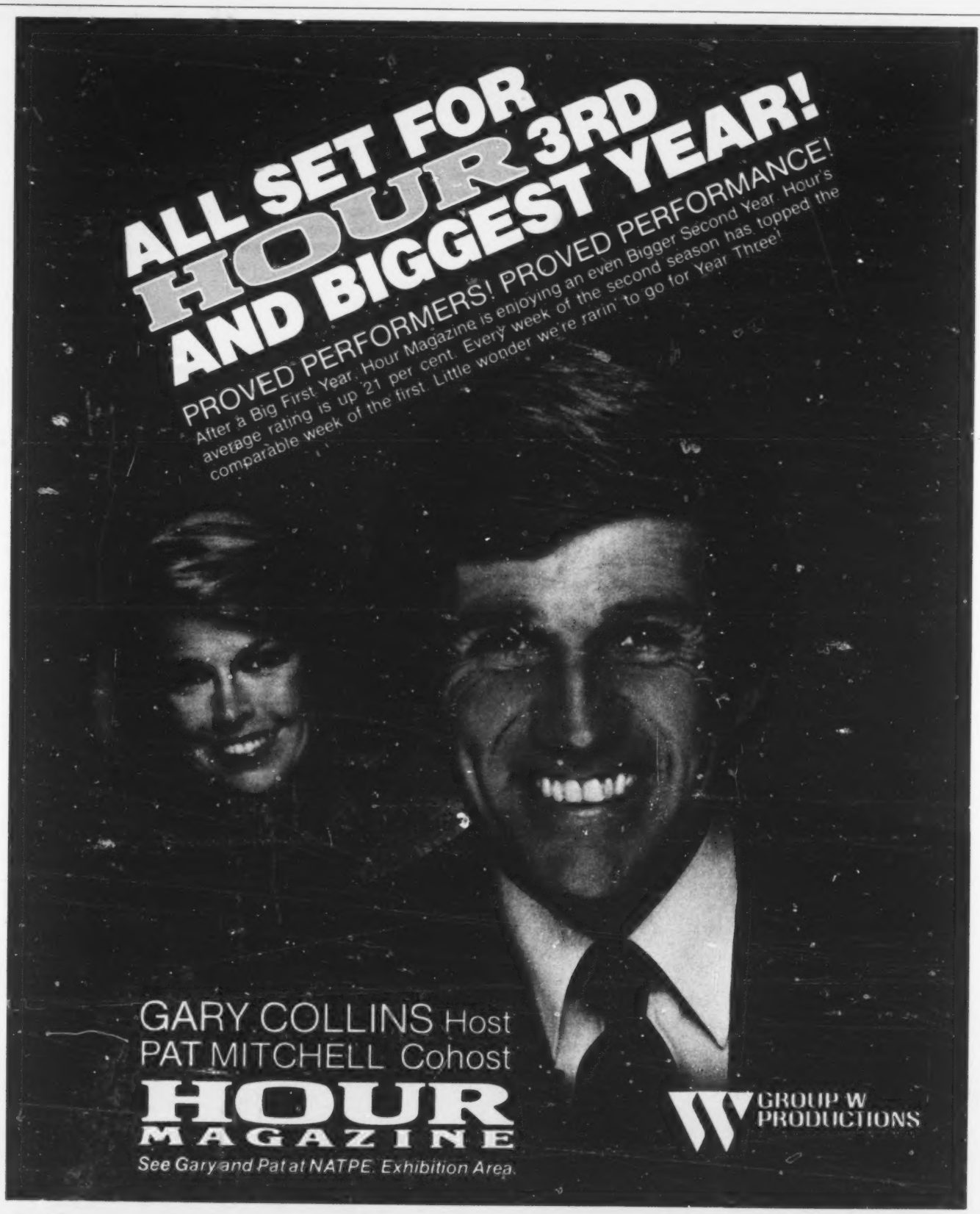
Rank	Program	Men 18-49 Rtg.	% U.S. TV HH Coverage
1	M*A*S*H	9.7	96.4
2	Goliath (Part 1)	9.1	17.6
3	PM Magazine	6.2	81.6
4	Family Feud PM	5.6	79.1
5	Barney Miller	5.4	76.2
6	Solid Gold (Original)	5.1	93.3
7	Dance Fever	4.7	83.3
7	Fight Back	4.7	14.4
7	Hee Haw	4.7	92.1
7	Kung Fu	4.7	35.2
11	In Search Of	4.4	63.3
11	Vince Dooley	4.4	2.8
13	Happy Days	4.3	92.8
14	Solid Gold (Original & Repeat)	4.2	95.3
14	Star Trek	4.2	59.5
14	You Asked For It	4.2	68.0

Cassandra Ranking of Syndicated Programs

November, 1981

Prime Access

Rank	Program	Rating
1	M*A*S*H	16
1	Hee Haw	16
3	PM Magazine	14
3	Family Feud PM	14
5	Tic Tac Dough	13
6	Lawrence Welk	12
6	Happy Days	12
8	Barney Miller	11
8	Dance Fever	11
10	Jokers Wild	10
10	The Jeffersons	10
10	Laverne & Shirley	10
10	All In The Family	10
10	Entertainment Tonight	10
10	Solid Gold (Original & Repeat)	10


ALL SET FOR HOUR 3RD AND BIGGEST YEAR!
PROVED PERFORMERS! PROVED PERFORMANCE!
After a Big First Year, Hour Magazine is enjoying an even Bigger Second Year. Hour's average rating is up 21 per cent. Every week of the second season has topped the comparable week of the first. Little wonder we're rarin' to go for Year Three!
GARY COLLINS Host
PAT MITCHELL Cohost
HOUR MAGAZINE
See Gary and Pat at NATPE. Exhibition Area.
GROUP W PRODUCTIONS